

Performing Arts Center Board Minutes 07/28/2010

SIMSBURY PERFORMING ARTS CENTER BOARD
REGULAR MEETING
JULY 28, 2010

I. CALL TO ORDER

Dave Ryan called the meeting to order at 7:01 p.m. In addition to Mr. Ryan, Board members Ken Mason, Greg Piecuch and Adam Sharaf were present. Also in attendance were David C. Bell, Venue Manager, Gerry Toner, Director of Parks & Recreation, and Dan Pulliam from Ticket Network

II. REVIEW AND APPROVAL OF MINUTES

Mr. Piecuch moved to approve the minutes of the July 14, 2010, meeting. Mr. Ryan seconded the motion. The motion passed unanimously.

III. ATC REPORT ON 2009-2010

A. Budget/Expenditure Status

Mr. Bell presented a written budget update, which was reviewed and discussed by the Board. Because the Board operates on a cash method of accounting, rather than accrual method, the current figures show a surplus of over \$30,000.00 because certain expenditures have not yet been paid. Mr. Bell estimates that once all expenses from the season are paid, that expenses and revenues will be essentially even. He expects that the actual surplus or deficit will be less than a thousand dollars. No action was taken.

B. Marketing & Operations Recommendations

With respect to marketing, Mr. Bell presented also presented written report concerning every contact he made with outside promoters. This report was reviewed and discussed by the Board. No action was taken. Regarding operations, Mr. Bell provided the Board with a copy of the HSO's current policies and practices manual. In particular, the Board discussed the final concert of the TMMF season and the evacuation procedures in the event of inclement weather. No action was taken.

C. NPE, Infinity – Beyond TMMF

Dan Pulliam from Ticket Network provided the Board with an additional presentation. The Board asked questions of Mr. Pulliam regarding the Ticket Network's business model and the framework of a possible license agreement. Following the presentation, the Board discussed moving forward with its negotiations with Ticket Network. No further action was taken.

IV. POLICY UPDATE DRAFTING PLAN

This agenda item was tabled.

V. PAC at SM SIGNAGE

Mr. Mason reported that he had spoken with Town Engineer Rich Sawitzke concerning signage directing patrons to the Performing Arts Center. The report was that it is possible to install such signage. Mr. Sawitzke has agreed to help coordinate with the DOT concerning signage along Hopmeadow Street. No other action was taken.

VI. CONSIDERATION OF POSSIBLE REQUESTS TO USE THE PAC AT SM

There were no requests pending.

VII. ADJOURNMENT

Mr. Mason moved to adjourn at 8:40 p.m. Mr. Sharaf seconded the motion. The motion carried unanimously.

Respectfully Submitted,

Gregory W. Piecuch
Vice-Chairman